



## **US Provisional Patent Application.**

### **GRAPHICAL USER INTERFACE AND WEB SITE EVALUATION TOOL FOR CUSTOMIZING WEB SITES (Cohen2)**

#### **THE INVENTORS**

Tal Cohen

address: 2236 Whitfield Cove, Tucker, GA 30084

David Dagon

address: PO Box 94342, Atlanta GA 30377

Dean Frederick Jerding

address: 315 Seventeenth Fairway, Roswell, GA 30076

Nissim Harel

address: 2236 Whitfield Cove, Tucker, GA 30084

#### **TECHNICAL FIELD**

This invention provides a unique graphical user interface for representing, manipulating, and customizing web sites, that may be adapted to be used with various web site customizing tools.

#### **BACKGROUND**

A very important aspect of the web site is that it must be constructed in a way that makes the customer want to stay and access more products, images, and items the web site owner wishes the visitor to access during their visit. If the web site is not initially constructed in a manner to allow or entice the visitor to access the pages, hypertext items, and other objects of interest, there should be a tool to evaluate the visitor's activity on the web site and implement or offer solutions to modify and make the web site more efficient .

In addition, the tool should have a graphical user interface that will allow the laymen web site manager to graphically see and interactively repair the problems that make the web site inefficient for users. The graphical interface should offer multiple visual aspects to representing these problems, including but not limited too, color, size, and alphanumeric contrast. This will allow the ever increasing web sites on the world wide web to be implemented efficiently.

## DETAILED DESCRIPTION

The present invention resolves the above-described problems by providing a web-based graphical user interface, with an interface that offers multiple visual aspects to representing these problems, including but not limited too, color, size, and alphanumeric contrast. The invention allows a web master (laymen) to view inefficiencies and make changes accordingly. Exhibit A provides an enabling description of the present invention. Exhibit B is a second enabling embodiment, which illustrates the color contrast in addition to the other contrasts that enable a user to see the changes that should be made to the web site. Exhibit C illustrates a high-level software implementation of an exemplary embodiment.

Alternate embodiments will become apparent to those skilled in the art to which the present invention pertains without departing from its spirit and scope. Accordingly, the scope of the present invention is described by the appended claims and supported by the foregoing description, Exhibit A, Exhibit B, and Exhibit C.

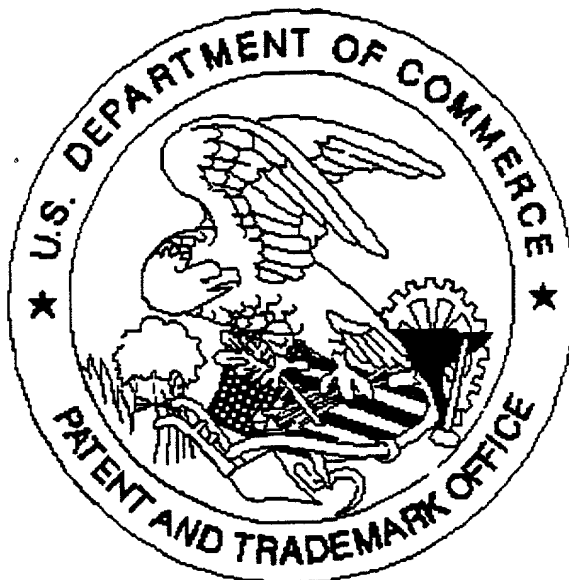
## CLAIMS

What is claimed is:

1. A web-based graphical user interface for customizing a web site as described herein.

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